

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

|   |                               |
|---|-------------------------------|
| Applicant: Pizaris-Henderson et al.   |                               |
| App. No.: 10/724,546  | Con. No.: 1864                |
| Filed: November 26, 2003  | Art Unit: 3622                |
| Title: SYSTEM AND METHOD FOR PAY<br>FOR PERFORMANCE<br>ADVERTISING HAVING BIDDABLE<br>ADVERTISING UNITS UTILIZING<br>ROTATING ROUTING TO<br>ADVERTISER WEBSITES | Examiner: Carlson, Jeffrey D. |

**AMENDMENT AND RESPONSE TO RESTRICTION REQUIREMENT**

MAIL STOP AMENDMENT  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Office action dated January 10, 2008, please consider the following remarks and amend the above-identified application as follows:

**Amendments to the Claims** begin on page 2 of this paper.

**Remarks** begin on page 6 of this paper.